

*Metrics Associated with the
WIDU Anniversary Week 2017
Held October 7-14, 2017*



October 18, 2017

John Meroski
Chief Executive Officer
FACVB

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Research and Data Manager
FACVB

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CUMBERLAND COUNTY, NC

Introduction

- All data was collected by the WIDU staff during the event.
- WIDU management estimated **24,000** attendees prior to the event.
- There were **2,572** completed surveys.
- Using the **24,000** attendees, the Confidence Interval for this presentation with a **2,572** Sample Size is **+/- 1.83%**. Because of the size of the sample the Confidence Interval **exceeded** the “best practice” of +/- 5%.



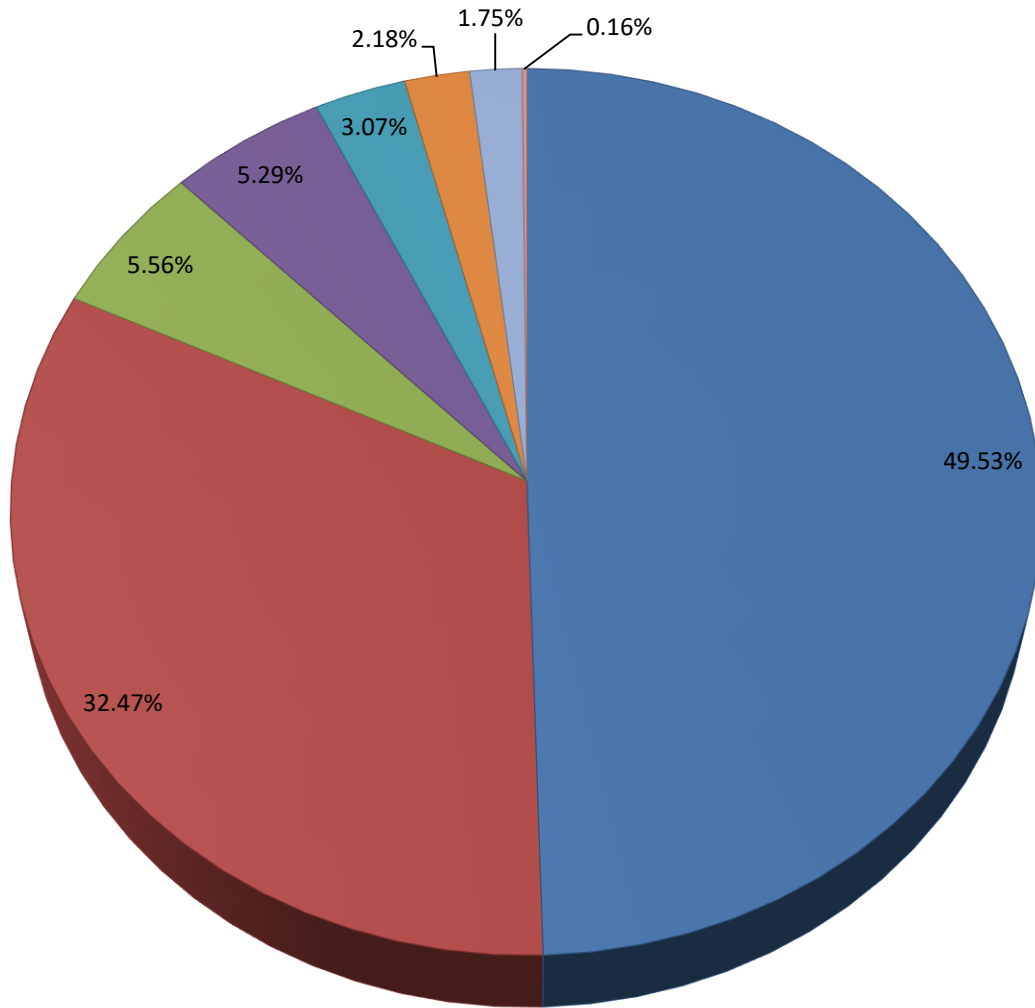
EST. 1754

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They Identified Themselves as...



- 49.53% ■ I am a resident of Fayetteville/Cumberland County.
- 32.47% ■ I am from a surrounding county and drove in for the day for this event.
- 5.56% ■ I am here for the WIDU Anniversary and staying with family or friends.
- 5.29% ■ I am here for the WIDU Anniversary specifically and am overnighing in a hotel.
- 3.07% ■ I am in the area visiting family or friends and they brought me to this event.
- 2.18% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 1.75% ■ I am visiting the area for other purposes, but heard about the event and came.
- 0.16% ■ I am staying at a hotel and the hotel referred me to this event.



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Where Were They From?

Overview

- Out of the **2,572** completed surveys provided only **one** survey had an invalid zip code.
- **2,390 (92.92%)** were from North Carolina
- **267 (10.38%)** were from more than 100 miles from Fayetteville.

Top 5 by State

1. North Carolina	2,390
2. South Carolina	76
3. Virginia	50
4. Georgia	16
5. New Jersey & Maryland	7 each

Top 5 by County

1. Cumberland, NC	1,331
2. Robeson, NC	157
3. Harnett, NC	94
4. Hoke, NC	82
5. Wake, NC	68

Top 5 by City

1. Fayetteville, NC	1,099
2. Hope Mills, NC	145
3. Raeford, NC	82
4. Lumberton, NC	60
5. Spring Lake, NC	45

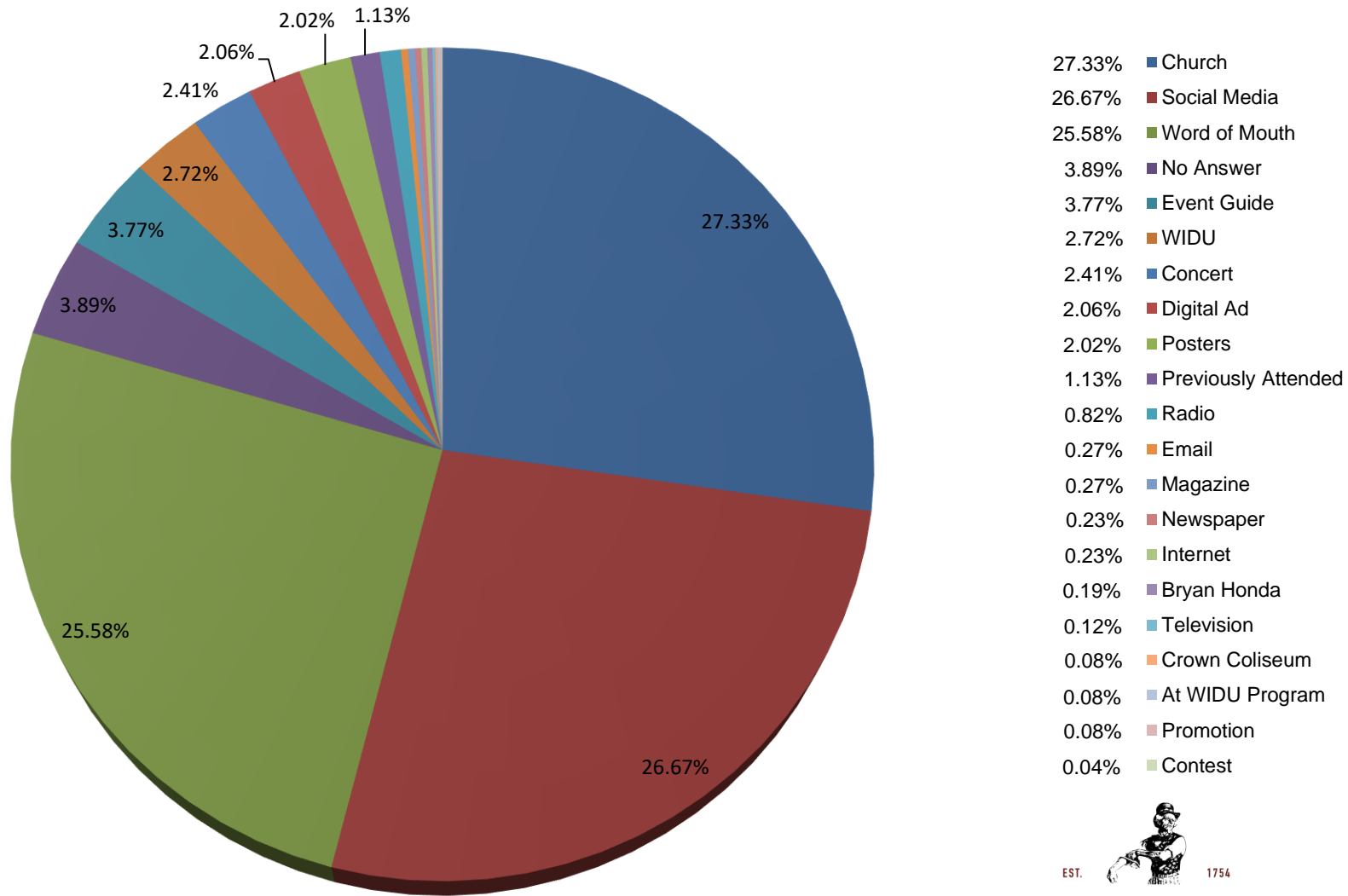


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How Did They Find Out About Event?



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Survey Requirements

Requirement

What is the zipcode where you currently live: _____
(must be a valid 5 digit zipcode)

I AM: (Select One)

- (1) A resident of Fayetteville/Cumberland County
- (2) Stationed or affiliated with Fort Bragg and live in Cumberland County
- (3) From a surrounding county and drove in for the day for this event
- (4) Visiting the area for other purposes, but heard about this event and came
- (5) Staying at a hotel and the hotel referred me to this event
 - A. Which Hotel?
- (6) Here for this event specifically and am overnighiting in a hotel
 - A. Which Hotel?
- (7) Here for this event and staying with family/friends
- (8) In the area visiting family and friends and they brought me to this event

How did you hear about the event:

- Billboard
- Brochure
- Invitation
- Magazine
- Newspaper
- Posters
- Word of Mouth
- Other: _____

*Specific mediums listed based on presentation made on advertising to be used.

Information Provided

Page Summary Report WIDU 2017 As of: 10/18/2017 11:57:36 AM					
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	4405	2572	58.39%	00:02:41	View Results
1	4369	2572	58.87%	00:02:14	View Results



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Press Release

June 26, 2017

Week of Inspiration on Tap for WIDU Anniversary Events

October 7-14 Celebration Culminates with Kirk Franklin Concert



Tweet this: Enjoy a week of inspiration during @widu1600am Anniversary in Oct. Ends with a @kirkfranklin concert. <http://bit.ly/2tO6O7V> @VisitFayNC

Cumberland County, NC – Each year, WIDU 1600 AM delivers one of the community's largest faith-based events. This year, the week-long celebration culminates with three power-packed days at the Crown Complex. The final event is headlined by multiple GRAMMY®, Dove and Stellar Award-winning recording artist Kirk Franklin.

On Thursday, October 12th, WIDU hosts the 6th Annual [Carolina's BEST](#) talent competition. The evening starts with a concert from judge JJ Hairston at 6:30 p.m. Following the concert, contestants take the stage for a chance to win cash and prizes. Judges Kelly Price, Kim Burrell and JJ Hairston give feedback and rank contestants. The evening ends with a concert from Travis Green.

Pastor John. P. Kee and the New Life Community Choir headline [Traditional Gospel Night](#) on Friday, October 13th. The concert includes a musical tribute to the late Gospel Music legend Joe Ligon of the Mighty Clouds of Joy. Rance Allen, Lisa Knowles, Doc McKenzie and the Hi-Lites, Harvey Watkins Jr. of the Canton Spirituals and many others are scheduled to perform that evening. The concert begins at 5 p.m. in the Crown Coliseum.

[Kirk Franklin & Friends](#) returns to the WIDU Anniversary Celebration on Saturday October 14th. The concert, which begins at 4 p.m. in the Crown Coliseum, also features Tasha Cobbs-Leonard and Tye Tribbett.

Tickets are now on sale for all three weekend events. Prices for the Kirk Franklin concert start at \$20 and a limited number of package tickets are available for the entire weekend. Head to www.CapeFearTix.com or call the Crown Coliseum Box Office for details.



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Press Release Continued

Other [2017 WIDU Anniversary](#) events:

- October 7 - Youth Harvest Concert at the John D. Fuller Recreation Center.
- October 9 - Forget Me Not Stage Play at Kingdom Impact Global Ministries.
- October 10 - WIDU Unity Service at Mount Olive Missionary Baptist Church.
- October 11 - WIDU Together As One services throughout the community.
- October 12 - WIDU Women's Empowerment Luncheon at the Crown Complex.
- October 13 - WIDU Prayer Breakfast at the Crown Complex.

"The WIDU Anniversary Celebration is one of the largest and oldest faith-based event held in Cumberland County," says John Meroski, FACVB President and CEO. "For decades, the anniversary has welcomed some of the best gospel and contemporary entertainers to the area."

Other faith-based events held in the last year in Cumberland County:

- Daughters of Christ - August
- Laymen's League - October
- Methodist Youth Pilgrimage - November
- North Carolina Central AMEZ Conference - November
- Dr. Martin Luther King, Jr. Prayer Breakfasts (Spring Lake and Fayetteville) - January
- AsOne Prayer Walk - April
- Hop In the Park - April
- Plan-Purpose-Process-Promise Conference - June
- Positive Direction for Youth (PDY) Conference - July
- Singing Christmas Tree - December

About the Fayetteville Area Convention & Visitors Bureau (FACVB)

The FACVB is a private, not-for-profit organization responsible for positioning Cumberland County as a destination for conventions, sporting events and individual travel. For additional information, visit www.VisitFayettevilleNC.com or call 1-888-98-HEROES.



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Blogging

September 6, 2017 – <http://www.gofayetteville.com/gospel/>





FAYETTEVILLE'S GOSPEL TRADITION

September 6, 2017

In 1958, a Top 40-style radio station known as WIDU ("wee-do") was born in Fayetteville. It later became the first black radio station in the city, and this year, WIDU 1600AM is celebrating 30 years of broadcasting gospel music. More than just a radio station, though, WIDU also produces an annual event that features nationally renowned recording artists, inspirational speakers, clergy members and community leaders. The weeklong celebration is one of the biggest faith-based events to take place in Cumberland County. Visitors to the area will be celebrating our longstanding gospel tradition with WIDU at these fantastic events this October.

Women's Empowerment Luncheon
Crown Expo Center – October 12

Enjoy a special luncheon just for the ladies and take in an empowering message from guest speaker Pastor Ruby Holland and guest psalmist Kelly Price. Afterward, spend some time at the WIDU Expo, where you may browse vendors, artist stages, educational sessions, and more.



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Bureau Generated Publicity

Go Fayetteville Blog Facebook

Go Fayetteville
Published by Jenny Bell [?] · September 8 · 🌐

Fayetteville has a longstanding gospel tradition, and WIDU 1600AM has been instrumental in keeping this tradition alive with a week-long celebration known as WIDU Anniversary. This year's line-up of national recording artists and speakers is going to light up the Crown Complex in October. Check out all the signature events right here. #widuanniversary

Fayetteville's Gospel Tradition - Go Fayetteville
Celebrate Fayetteville's longstanding gospel tradition during WIDU Anniversary Week with these faith-focused events at the Crown Complex.
GOFAYETTEVILLE.COM

146 people reached **Boost Post**

🔴 Love 🗨 Comment ➦ Share

👤 Go Fayetteville, Angie Brady and Karon Clark Warren Chronological

Go Fayetteville This blog proudly features the following: WIDU 1600AM, WIDU Anniversary, Crown Complex, Crown Coliseum, Ruby Holland, Kelly Price, JJ Hairston & Youthful Praise, Travis Greene, Bishop Rudolph Waldo McKissick, Jr., The Maranda Experience, John P. Kee Fans, The Rance Allen Group, Lisa Knowles-Smith, Kirk Franklin, tasha Cobbs, Tye Tribbett, Fayetteville Area Convention and Visitors Bureau.
Like · Reply · Commented on by Jenny Bell [?] · September 8 at 4:40pm



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CUMBERLAND COUNTY, NC

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Calendar of Events

Event Calendar Listing Uploaded and Published to: VisitFayettevilleNC.com, AAA Go Magazine Web, Carolina Country Print & Web, News 14 Carolina, SC Living – Web, Trip Advisor, VisitNC.com, ABC 11, Event Crazy, Fayetteville Observer, Our State Magazine, Go Fayetteville Blog and WRAL.com.



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Social Media Outlets

Twitter

 **Fayetteville, NC CVB**
@VisitFayNC

The @widu2 Anniversary starts Sat, 10/7 and ends 10/14 w/ @kirkfranklin & friends at @crowncomplexnc. Info: bit.ly/2yHV60h



11:54 AM - 4 Oct 2017

1 Retweet 2 Likes

 **Fayetteville, NC CVB** @VisitFayNC · Sep 5

The #WIDUAnniversary is just over a month away. #KirkFranklin, Tye Tribbett, Tasha Cobbs and more.



2017 WIDU Anniversary Week | Oct. 7-14 in Fayettev...
2017 WIDU Anniversary Week.. October 7-14 in Fayetteville, NC | Kirk Franklin, Tye Tribbett, Tasha Cobbs, Travis Greene, John P. Kee, Rance Allen, JJ H...
youtube.com

 **Fayetteville, NC CVB**
@VisitFayNC

#WIDUAnniversary presents a week of inspirational events, closing with a Kirk Franklin concert on 10/14. More info: bit.ly/2tO607V

4:06 PM - 15 Aug 2017

1 Retweet 1 Like



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Social Media Outlets

Facebook

Fayetteville Area Convention and Visitors Bureau added 3 new photos
Published by Melody Vealey Foote [?] · October 4 at 11:50am · 🌐

The WIDU Anniversary is a week-long celebration of faith-based events throughout Cumberland County. Events start this Saturday, October 7 with a Youth Empowerment Concert. At least one event happens each day until the final event - a concert from Kirk Franklin and Friends at the Crown Coliseum. [#WIDUAnniversary](http://www.widuanniversary.com/2017-anniversary-events/) More info: <http://www.widuanniversary.com/2017-anniversary-events/> Crown Complex



248 people reached [Boost Post](#)

Like Comment Share

Robson Medeiros, Highland House and Jessica Carson Bennett

1 Share

Don't Miss WIDU Anniversary Week, October 7-14, in Fayetteville. Features Kirk Franklin, Tye Tribbett, Tasha Cobbs, Travis Greene, John P. Kee, Rance Allen, JJ Hairston, Kelly Price & More! TICKETS: <https://goo.gl/GMUrSC> #WIDU



2017 WIDU Anniversary Week | Oct. 7-14 in Fayetteville, NC

[GOO.GL](https://goo.gl) [Shop Now](#)

58,099 Views

WIDU Anniversary is at [Crown Complex](#).
August 22 · Fayetteville · 🌐

2017 WIDU Anniversary Week, October 7-14, in Fayetteville, NC with Kirk Franklin, Tye Tribbett, Tasha Cobbs, Travis Greene, John P. Kee, Rance Allen, JJ Hairston, Kelly Price & More! TICKETS: <https://goo.gl/GMUrSC>

393 people reached [Boost Post](#)

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Denise Comulada

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Facebook

Fayetteville Area Convention and Visitors Bureau shared Fayetteville Area Public Relations Alliance's post.
Published by Melody Vealey Foote [?] · June 26 · 🌐

The #WIDUAnniversary delivers a week of inspirational events the week of October 7-14. The anniversary week closes with a concert from multiple GRAMMY®, Dove and Stellar Award-winning recording artist Kirk Franklin.

Fayetteville Area Public Relations Alliance
Published by Melody Vealey Foote [?] · June 26 · 🌐

Kirk Franklin closes a week of inspirational events during the WIDU Anniversary October 7-14 in Fayetteville.
Fayetteville Area Convention and Visitors Bureau

Week of Inspiration on Tap for WIDU Anniversary Events

Each year, WIDU 1600 AM delivers one of the community's largest faith-based events. This year, the week-long celebration culminates with three...

FAYETTEVILLEPR.COM

168 people reached **Boost Post**

Like Comment Share

Denise Comulada

Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · July 22 · 🌐

In three short months the #WIDUAnniversary presents a week of inspirational events. The week-long celebration closes with a Kirk Franklin and Friends concert on October 14. More information:
<http://www.widuanniversary.com/>

WIDU ANNIVERSARY | 2017 WIDU Anniversary Week
| October 7-14, 2017 in Fayetteville, NC

The 2017 WIDU Anniversary is expected to be the most exciting and inspiring yet! For decades, WIDU has brought quality, faith-based, family friendly events to...
WIDUANNIVERSARY.COM

199 people reached **Boost Post**

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Facebook



Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · August 13 · 🌐

In October, the #WIDUAnniversary presents a week of inspirational events. The week-long celebration closes with a Kirk Franklin and Friends concert on October 14. More information: <http://www.widuanniversary.com/>



WIDU ANNIVERSARY
SATURDAY, OCTOBER 14TH | 4PM
▶ MORE INFORMATION

WIDU ANNIVERSARY | 2017 WIDU Anniversary Week
| October 7-14, 2017 in Fayetteville, NC

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WIDUANNIVERSARY.COM

168 people reached Boost Post

👍 Like 💬 Comment ➦ Share



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Fayetteville Area Convention and Visitors Bureau › Public

Wow, this is a busy weekend in Cumberland County!

Here are five picks for the weekend ahead. Follow this link for the full calendar:
<http://bit.ly/2yJ0jZJ>

- > Indigo Moon Film Festival opens this weekend
- > WIDU Anniversary holds a traditional gospel concert today at the Crown Complex and Kirk Franklin in concert tomorrow night.
- > Carvers Creek State Park in Town of Spring Lake holds a "Blast from the Past Festival" on Saturday.
- > Stoney Point Trail of Terror continues at Stoney Point Fire Department
- > The Fayetteville chamber holds a Bikes & BBQ event at Cape Fear Harley Davidson.



2017 WIDU ANNIVERSARY
TRADITIONAL GOSPEL NIGHT
FRIDAY, OCTOBER 13TH | CROWN COLISEUM - FAYETTEVILLE, NC



Fayetteville Area Convention and Visitors Bureau › Public 6w

The #WIDUAnniversary is just over a month away. #KirkFranklin, Tye Tribbett, Tasha Cobbs and more. <http://bit.ly/2vJlOZt>



THE 2017
WIDU
ANNIVERSARY
2017 WIDU Anniversary Week | Oct. 7-14 in Fayetteville, NC

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Fayetteville Area Convention and Visitors Bureau ▸ Public 9w

#WIDUAnniversary presents a week of inspirational events, closing with a Kirk Franklin concert on 10/14. More info: <http://bit.ly/2tO607V>

WIDU ANNIVERSARY | 2017 WIDU Anniversary Week |
October 7-14, 2017 in Fayetteville, NC



satURDAY OCTOBER 14TH | 4PM
widuanniversary.com MORE INFORMATION



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Social Media Outlets


LinkedIn


 Fayetteville Area Convention & Visitors Bureau
3d

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 Fayetteville Area Convention & Visitors Bureau
1mo

The #WIDUAnniversary is just over a month away. #KirkFranklin, Tye Tribbett, Tasha Cobbs and more. <http://bit.ly/2vJlOzt>



2017 WIDU Anniversary Week | Oct. 7-14 n Fayetteville, NC
youtube.com



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Fayetteville Area Convention & Visitors Bureau
2mo

#WIDUAnniversary presents a week of inspirational events, closing with a Kirk Franklin concert on 10/14. More info: <http://bit.ly/2t0607V>



TURDAY, OCTOBER 14TH | 4PM

MORE INFORMATION

WIDU ANNIVERSARY | 2017 WIDU Anniversary Week | October 7-14, 2017 in ...
widuanniversary.com



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Social Media Outlets

E-Promotion

Sent to 70,000 email addresses.



Fayetteville's Gospel Tradition

This year, WIDU 1600AM is celebrating 30 years of broadcasting gospel music. More than just a radio station, though, WIDU also produces an annual event that features nationally renowned recording artists, inspirational speakers, clergy members and community leaders. The weeklong celebration is one of the biggest faith-based events to take place in Cumberland County.

[Learn more →](#)

Indigo Moon Film Festival

October holds the promise of enriching cultural events in Cumberland County. From October 13-15, the Indigo Moon Film Festival (IMFF) will draw film fanatics to downtown Fayetteville for a celebration of the art of film making. GoFayetteville blog shares "Top 7 Reasons" to add IMFF to your fall plans.

[Learn more →](#)

Go Geek for ComicCon

Fayetteville ComicCon continues to attract big-name stars and legends from the pop culture world. Whether you're a 4-year-old fan of *Power Rangers* or a 40-year-old fan of *The Walking Dead* the con gives everyone permission to "go geek." Mark your calendars for October 21-22 and spend the weekend at the Crown Expo Center.

[Learn more →](#)



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Earned Publicity

Tweet/Marilyn Jones @Travel Marilyn



Tweet/Traveling Praters @trvIngpraters – 17,500 followers



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Public Relations Recap

- **1** press release distributed
- **1** Go Fayetteville blog post with **1** blog Facebook post
- **13** Calendar of Events Listings Secured
- **17** Bureau Social Media posts
- **1** E-Promotion
- **2** pieces of earned publicity (PR)



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CUMBERLAND COUNTY, NC

Bottom Line

- **All** Tourism Development Authority (TDA) requirements were met.
- **378** completed surveys was the agreed upon requirement (**2,572** collected)
- **136 (5.29%)** identified themselves as being here specifically for the event and overnighing in a hotel.
- **4** guests were here for another reason, but were referred by their hotel.
- **1,330 (51.71%)** were from Cumberland County, including Fort Bragg.
- **835 (32.47%)** were day-trippers.
- Participants heard of the event mainly from their Church (**27.33%**) and on Social Media (**26.67%**).
- **1,791** attendees signed up for the FACVB's E-Promotion Program and provided a valid E-mail address.



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CUMBERLAND COUNTY, NC

Bottom Line Continue

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by WIDU management of **24,000**. The sample size of **2,572** was considerably more than the required and agreed upon **378** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 1.83%***.

**Because the surveys were opened up to the public to access the survey URL via WIDU to win a prize, there were instances of the same person completing multiple surveys (assuming to get more entries to win WUDU’s prize giveaway). There were 298 duplicate completed surveys. Of the 298 duplicates, 21 were from people here for the event and staying at a hotel. This will slightly skew the numbers favorably.*

- Of those participants staying at a hotel, the overall average length of stay was **2.27** nights.
- 5.29%** of the participants (**136**) were overnights and came specifically for the event – extrapolated out to 24,000 participants this means potentially **1,269.6** people X 3 nights = **3,809 room nights** (+/- 1.83%)
- The 136 who came for the event and stayed at a hotel, listed the following hotels:

Hotel	Total
Quality Inn & Suites	14
Ramada Plaza	14
DoubleTree	12
Fairfield Inn	11
Hampton inn & Suites	9
Red Roof Inn	9
Holiday Inn	7
No Answer	7

Hotel	Total
Residence Inn	6
Country Inn & Suite	6
Wingate by Wyndham	5
Ambassador Inn	4
Holiday Inn Express	3
Embassy Suites	3
Deluxe Inn	3
Extended Stay	3

Hotel	Total
Days Inn	2
EconoLodge	2
Sleep Inn	2
Affordable Suites	2
Holiday Inn I95	2
Courtyard Marriott	2
Holiday Inn in Lumberton	1
Holiday Inn & Suites	1

Hotel	Total
AIR BNB	1
Comfort Suites	1
Towneplace Suites	1
Red Lion	1
Candlewood Suites	1
Baymont Inn & Suites	1
Grand Total	136

- Official Hotel Pick Up: Final hotel pickup reported by hotels was **174** room nights.



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Thank You

*Proudly promoting the Communities of
Cumberland County.*



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